

WHAT IS CLAIMED IS:

1. A marketing system for processing market information of consumers and dealers via an electronic network, comprising:

personal information registering means for registering personal information of a consumer;

market information registering means for registering market information about goods which the consumer desires to purchase;

posting means for extracting and posting the market information registered in said market information registering means according to genres; and

personal information acquiring means for acquiring personal information of the consumer necessary for a dealer to access the consumer from said personal information registering means when the market information posted at said posting means is purchased by the dealer.

2. The marketing system according to claim 1, wherein said personal information acquiring means includes prior approval demand determining means for determining, based on the personal information registered in said personal information registering means, whether or not prior approval of the consumer is required before the dealer accesses the consumer, when the market information has been purchased by the dealer, and access

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confirming means for seeking approval for the dealer's access from the consumer who registered the purchased market information, when said prior approval demand determining means judges that the prior approval is required.

3. The marketing system according to claim 1,
wherein said access confirming means cancels the purchase
of the market information by the dealer when the consumer
10 does not approve the dealer's access.

4. The marketing system according to claim 1,
wherein the personal information registered in said
personal information registering means includes a type of
15 access to the consumer.

5. The marketing system according to claim 4,
wherein the type of access includes at least one of
indirect or direct electronic mail, indirect or direct
20 facsimile transmission, indirect or direct mail of
material, telephone call, and visit.

6. The marketing system according to claim 1,
wherein the personal information registered in said
25 personal information registering means includes pre-
categorized information and format-free information.

7. The marketing system according to claim 1,
further comprising accounting means for charging the
dealer when the dealer has purchased the market
information posted at said posting means.

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8. The marketing system according to claim 1,
further comprising posting continuation confirming means
for performing at regular intervals of time a process of
inquiring of the consumer whether the consumer desires
10 the market information to be continuously posted at said
posting means.

9. The marketing system according to claim 1,
further comprising point providing means for giving the
15 consumer a bonus point when the consumer has registered
the personal information or market information.

10. The marketing system according to claim 9,
wherein said point providing means gives the consumer an
20 extra point if the consumer purchases goods from the
dealer who has purchased the market information.

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